

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #26300

Mr. M. Auer
AUER & COMPANY

*Cancelled
Spec M. Auer
7/15/98*

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Mike:

Attached are **August** orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you **\$4.75** per **promoted 6M** case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. Schwalm

Enc. Retail Customer List

Wholesaler Packing Instructions

AUGSAL.DOC

51859 6662

AUGUST DELIVERY
SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED*****

PRODUCT PO # N/A

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>2</u>
12300-24195	Full Flavor 100	<u>2</u>
12300-24196	Light	<u>2</u>
12300-24197	Light 100	<u>2</u>

PRODUCT / DISPLAYS ARRIVAL: JULY 27, 1998

SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT \$ AMOUNT: \$2,596.88

PACKING / SHIPPING PAYMENT \$38.00
(8 (6M) promoted case(s) @ \$4.75).

AUGUST Drive Period 808 / Promotion #800438**PROMOTION DESCRIPTION:**

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

AUGUST DELIVERY

51859 6663

WHOLESALE : 026300 AUER & COMPANY, INC. <DIRECT>
 TEMPLATE : 800438 80800 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

DATE: 98-06-25
 TIME: 09:42 AM

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162202	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	1	1	1	1	4			
162202	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	2	2	2	2	8	1441-0000		
162202	172431	MIRABITOS MID. #668	524 CAYUGA ST	FULTON	NY	13069	2	2	2	2	8			
162202	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	1	1	1	1	4			
162202	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	1	1	1	1	4			941278
162202	172849	CASEYS GROCERY	129 OSBORNE ST	AUBURN	NY	13021	1	1	1	1	4		NYS	
162202	269069	TOPPINGS RED & WHIT	6811 MAIN STREET	RED CREEK	NY	13143	1	1	1	1	4		NYS	
162202	293068	PIT STOP #8	50 ONASCO ST	AUBURN	NY	13021	1	1	1	1	4	1441-0000		
162202	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	2	2	2	2	8			
162202	598682	OSTRANDERS VILL MAR	3202 US ROUTE 11	MAPLE VIEW	NY	13107	1							
162202	615905	SUPER VALUE CTR	RTE. 48	FULTON	NY	13069	1	1	1	1	4			
162202	654160	HANNIBAL VILLAGE MK	409 FULTON ST	HANNIBAL	NY	13074	1	1	1	1	4			
162202	696065	CICERO GAS & GROCER	6190 S BAY RD	CICERO	NY	13039	1	1	1	1	4			
162202	712143	KTM MINI MART	2203 COUNTY ROUTE	OSWEGO	NY	13126	1	1	1	1	4			
162202	762965	D & L TRUCK STOP	76 ONASCO ST	AUBURN	NY	13021	1	1	1	1	4			
162202	794177	EXPRESS MART #525	1387 E GENESEE ST	SKANEATELES	NY	13152	1	1	1	1	4			
162205	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	1	1	1	1	4			
162205	173058	SOUTHWOOD SUPERETTE	5190 E SENECA TNP	JAMESVILLE	NY	13078	1	1	1	1	4			
162205	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	1	1	1	1	4			
162205	308693	MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	13208	1	1	1	1	4			
162205	348735	PARK MEAT & GROCERY	900 PARK AVE	SYRACUSE	NY	13204	1	1	1	1	4			
162205	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	1	1	1	1	4			
162205	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	1	1	1	1	4			
162205	561366	ABBOTT'S BIG "M"	4916 GROLIER RD	SYRACUSE	NY	13215	1	1	1	1	4			
162205	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1	1	1	1	4	0362-0102		
162205	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	1	1	1	1	4			
162205	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210	1	1	1	1	4			
162205	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	1	1	1	1	4			
162205	649994	DAVISON'S GROCERY	1219 MILTON AVE	SYRACUSE	NY	13204	2	2	2	2	8			
162205	651729	ADELPHIA CONV & DEL	215 S SALINA ST.	SYRACUSE	NY	13202	2	2	2	2	8			
162205	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	2	2	2	2	8			
162205	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1	1	1	1	4	1441-0000		
162205	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	1	1	1	1	4			
162205	730136	EXTRA KLEEN FOOD	231 HAWLEY AVE	SYRACUSE	NY	13203	2	2	2	2	8			
162205	750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	1	1	1	1	4			
162205	760323	CENTRAL VARIETY	302 S SALINA ST	SYRACUSE	NY	13202	4	4	4	4	16			
162205	762043	KELLY MOBIL	631 S GEDDES ST	SYRACUSE	NY	13204	1				2			959130
162205	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	2	2	2	2	8			
162205	779449	SAFEWAY MKT 2	1101 S GEDDES ST	SYRACUSE	NY	13204	1	1	1	1	4			
162206	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACU	NY	13057	1	1	1	1	4			967521
162206	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILL	NY	13066	2	2	2	2	8			
162605	269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	2	2	2	2	8	0958-0000		

WHOLESALE : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 800438 80800 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162605	269585	JOHNS GROCERY	41 AURORA ST	MORAVIA	NY	13118	1	1	1	1	4		NYS	976142
162605	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTO	NY	13111	1	1	1	1	4	1441-0000	NYS	
162605	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	1	1	1	1	4	1441-0000		
162605	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	2	2	2	2	8	1441-0000	NYS	
162605	578794	DOLLAR&MORE STORE	2 W MAIN ST	SODUS	NY	14551	3	3	3	3	12	1149-0000		
162605	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516	1	1	1	1	4	1441-0000		
162605	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1	1	1	1	4	1441-0000		

PAGE BREAK TOTAL ACCOUNTS 49 TOTAL QUANTITY 65 64 64 65 258

TEMPLATE TOTAL ACCOUNTS 49 TOTAL QUANTITY 65 64 64 65 258

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS



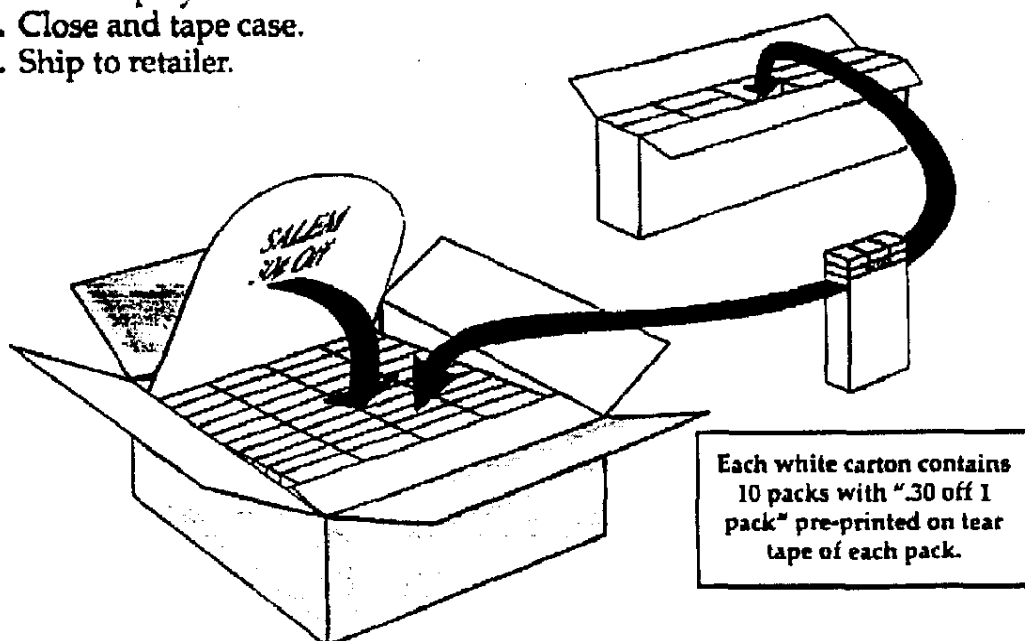
item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51859 6666

WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR '98****August SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand Style	King	100	LT King	LT 100		
Number of Cartons	Ship Number As Indicated					

51859 6667

7
6/3/98